

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #081120
Mr. C. Polino
BUFFALO TOBACCO

APRIL: DORAL B1G1F / PROMOTION #800219

Dear Coz:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 30 skus of B1G1F Displays (Item #540971) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25184	1
Ult Light 100	12300-25185	1
Lt Box 100	12300-25189	1
FF Box 100	12300-25188	1

DISPLAY DETAIL (#540971)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

March 23, 1998

Ship Date to Retail:

Week of: April 6, 1998

SKU CUBE:

0.4670

SKU WT (w/o Product):

1.0600 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$252.53

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR APR B1G1F'

51845 6398

-2-

B1G1F
BUFFALO TOBACCO

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

DISPLAY LOAD:

*4 CARTONS; ONE CARTON EACH STYLE:

DORAL MEN LT 100 / ULT LT 100 / LT Box 100 / FF Box 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$19.60 (1.4 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen
L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

APDB1G1F.DOC

51845 6399

Wholesaler Packing Instructions
April DORAL B1G1F

WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

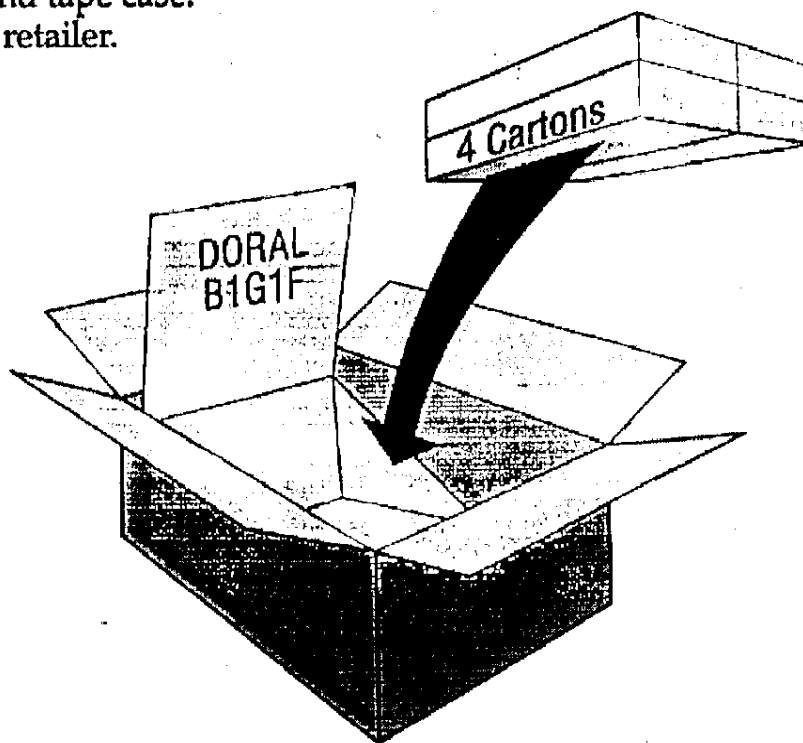
2ND QTR. '98

April DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 540971

Promotion Reporting Description: DOR APR B1G1F

Brand Style	MEN LT 100	ULT LT 100	LT BOX 100	FF BOX 100		
Number of Cartons	1	1	1	1		

51845 6400

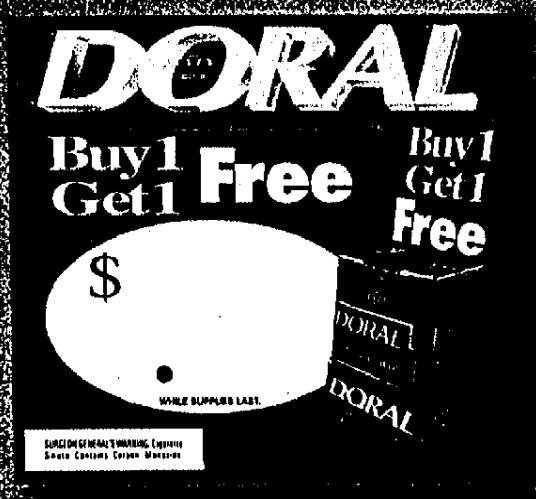
DORAL

April Brings A Deal With This Buy 1-Get 1 Free Promotion!

Value and quality is what your customers want. What better way to serve them their favorite styles of Doral than a Buy 1-Get 1 Free Promotion!

This promotion comes in 2-pack sleeves that are pre-printed and ready to use. Easily stocked and displayed in any business.

Details



Along with the 20-unit Display comes a 20-unit Counter. These pieces work together to create a transition to your ready buying promotion. The 20-unit Counter is for easy in-line display. The 20-unit Counter is for even the smallest counter space.

Details

20 Offers Per SKU

Special complimentary tear tape on gratis packs

Offer to customer:

Buy 1 pack of Doral, get 1 pack free

2-Pack Sleeve



Counter Display



BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 6

DATE: 98-02-24

TIME: 11:25 AM

WHOLESALER : 081120 BUFFALO TOBACCO PRODUCTS <DIRECT>
 TEMPLATE : 800219 80400 DOR APR B1G1F
 TEMPLATE SEQ : 0046
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162626	660889	FOOD PLUS II	317 ENSMINGER RD	TONAWANDA	NY	14150	1				(716)871-8771
162601	162626	667214	NFT MOBIL	8721 NIAGARA FALL	NIAGARA FALLS	NY	14304	1				(716)297-6085
162601		601195	ONE STOP PARTY STOR	224 VIRGINIA ST	BUFFALO	NY	14201	1				(716)842-1557
162601		716625	A-PLUS MINI MARKET	1390 DELAWARE AVE	BUFFALO	NY	14209	1		0362-0102		
162601	162629	783573	THE CORNER STORE	2815 DELAWARE AVE	KENMORE	NY	14217	1				
162601	162626	752642	RAINTREE CONVENIENC	2960 COLVIN BLVD	TONAWANDA	NY	14150	1				(716)694-7379
162601	162629	624663	A-PLUS #60838	1301 HERTEL AVE	BUFFALO	NY	14216	1		0362-0102	047514	(716)873-7005
162601		259488	BUFFALO TOBACCO PRD	202-208 RHODE ISL	BUFFALO	NY	14213	1				(716)883-9250
162601	162629	397510	LAUTNER'S CORNER	431 TERRACE BLVD	DEPEW	NY	14043	1	NYS			(716)683-4722
162601	162625	765525	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY	14213	3	NYS			(716)883-6277
162601	162680	554322	BOLLERS CAR WASH	5029 CLINTON ST	WEST SENECA	NY	14224	1	NYS			(716)668-7545
162602	162629	665636	MICHAEL'S SUNOCO	3705 HARLEM RD	BUFFALO	NY	14215	1				(716)836-1314
162602	162625	691459	A-PLUS MINI	460 ELMWOOD AVE	BUFFALO	NY	14222	1		0362-0102		(716)881-1557
162602	162622	323511	GAS-RITE, INC.	11665 BROADWAY ST	ALDEN	NY	14004	1	NYS			(716)937-9931
162602	162629	765426	MAYBACKS FOOD SHOP	3035 GENESEE ST	CHEEKTOWAGA	NY	14225	1	NYS			(716)895-9201
162602	162622	397930	CORNER STORE	155 LAKE AVE	LANCASTER	NY	14086	4	NYS			(716)681-8251
162603	162625	483559	GANCI'S EXPRESS MAR	1241 E LOVEJOY ST	BUFFALO	NY	14206	1				(716)892-2427
162603	162625	506533	CENTER RD. SUPER	1207 CENTER RD	WEST SENECA	NY	14224	1	NYS			(716)674-4545
162603	162625	397014	CORNER STORE	2050 CLINTON ST	BUFFALO	NY	14206	1	NYS			(716)825-2222

PAGE BREAK TOTAL ACCOUNTS 19 TOTAL QUANTITY 24

TEMPLATE TOTAL ACCOUNTS 19 TOTAL QUANTITY 24

51845 6402